

# ART PULLS UP

## VÖGELEARTCENTER



### GOAL:

Advertise the exhibition "Managers! Everything under control?"

### CHALLENGE:

Reach a broad audience, not just art enthusiasts, and create interest for an exhibition focused on managers and management.

### EXECUTION:

A stretched limo was touring the region for one week around the art exhibition location as a moving billboard. At various stops, people were invited to have a view into the limo and promotion teams were handing out flyers.

